

## ORDER



KSNV

**Orders**  
**Order / Rev:** 108242  
**Alt Order #:** 06867612  
**Product Desc:** Horsford/DCCC  
**Estimate:** 2229  
**Flight Dates:** 10/25/12 - 10/25/12  
**Original Date / Rev:** 10/24/12 / 10/30/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC/ Horsford *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	18	\$12,875.00	\$10,943.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$12,875.00	\$10,943.75	0.00
<b>Totals</b>	<b>18</b>	<b>\$12,875.00</b>	<b>\$10,943.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$12,875.00
Market	100%	\$53,645.83

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$13,947.92
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$13,411.46
KTUD	2%	\$1,072.92
KVVU	18%	\$9,656.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,682.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	10/25/12	10/25/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	2	\$450.00	1	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		Dr. Phil		3-4p	---Th-----	:30		<del>(\$450.00)</del>		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12		Dr. Phil		3-4p	---Th-----	:30		<del>(\$450.00)</del>		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 13	KSNV	10/25/12	10/25/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	---T---	:30	1	\$725.00	1	0.00	NM	1	\$725.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$725.00		0.00						
E 14	KSNV	10/25/12	10/25/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	---T---	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$725.00		0.00						
E 15	KSNV	10/25/12	10/25/12	M-F Early News M-F Early News	CM	5-630p	---T---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$1,200.00		0.00						
E 16	KSNV	10/25/12	10/25/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,300.00		0.00						
E 17	KSNV	10/25/12	10/25/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,300.00		0.00						
E 18	KSNV	10/25/12	10/25/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	---T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$900.00		0.00						
E 19	KSNV	10/25/12	10/25/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,200.00		0.00						
E 20	KSNV	10/25/12	10/25/12	The Tonight Show Tonight Show	CM	1135p-1236a	---T---	:30	1	\$500.00	1	0.00	NM	0	\$0.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1236a	---Th-----	:30		<del>(\$500.00)</del>		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 21	KSNV	10/25/12	10/25/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	---T---	:30	1	\$250.00	1	0.00	NM	1	\$250.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$250.00		0.00						

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E 21	KSNV	10/25/12	10/25/12	Late Night w/Fallon	CM	1236a-136am	---T---	:30	1	\$250.00	1	0.00	NM	1	\$250.00
				Late Night w/Fallon											
				LATE NIGHT W/JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/22/12	10/28/12	---T---	1	\$250.00	0.00								
													Totals	18	\$12,875.00